



CBID Fiscal Year Marketing Report

7.1.15 - 6.30.16

Objectives and Report Methodology

Fiscal year report includes paid, earned and owned media efforts to increase destination awareness, engagement, database acquisition and road map readers of core drive market visitors. During this Fiscal year new conversion analytics were attributed by email entries, audited road map distribution, social media analytics, event attendance, 10 destination visitor guide views, lodging profiles and video views. Several new baseline measurements for ongoing tracking include the most engaged audiences acquired through paid digital advertising.

Destination Marketing Highlights

47 million paid impressions delivered 175,000 clicks, a 24 percent increase from prior fiscal year. Road trip and family reunion getaway contests acquired 17,797 subscribers, a 93 percent increase from prior fiscal year. Social media engagements increased more than 120 percent from prior year. Conversions from the most engaged paid audiences was 519,128 - representing a new baseline. When made available, County reporting of fiscal year TOT will provide additional goal tracking.

Performance Indicators	Fiscal Year To Date	YOY Change To Date	Goals Attribution	Notes Observations
Current Year Paid Impressions	47,549,255	23,540,434	Awareness	All paid media sources including email
Current Year Paid Clicks	174,674	24%	Awareness	Conservative report from all web, email and social channels
Current Year Cost Per Click	\$1.14	-13%	Awareness	Slight cost reduction from final ad budget
Email Subscriber Conversion	17797	93%	Awareness	Priority conversion. Maintain baseline
Most Engaged Conversions	519,128	New Baseline	Awareness	New baseline Includes subs, maps, lodging, video
Earned Media PR Impressions	47,185,755,000	-34%	Awareness	Revised analytics on features and select newswire coverage
Earned Media Publicity Value	\$24,922,557	-8%	Awareness	Revised analytics on features and select newswire coverage
Social Media Impressions	10,547,619	56%	Engagement	Existing social analytical tools to remain Jul 1
Social Media Engagements	578,122	123%	Engagement	Existing social analytical tools to remain Jul 1
Video Views	356,979	71%	Engagement	Produced shorter videos and increased views
Emails Delivered	266,924	70%	Engagement	Existing baseline continues
Email Opens	51,934	26%	Engagement	19.5% Open Rate
Email Clicks	8,974	33%	Engagement	3% Click Rate
Website Visitor Sessions	188,276	5.2%	Engagement	New fiscal year baseline Jul 1
Destination Visitor Guide	93,391	No Change	Local Fund Evolution	New baseline for organic, new interface & content July 1
Total Lodging Referrals	26,470	New Baseline	Economic Well Being	New baseline representing organic referrals Jul 1
Referrals - Hotel Motel B&B	2,955	New Baseline	Economic Well Being	New baseline representing organic referrals Jul 1
Referrals - Vacation Rentals	1,287	New Baseline	Economic Well Being	New baseline representing organic referrals Jul 1
Sponsored Event Conversions	9166	New Baseline	Economic Well Being	New baseline set by July 1

TOT

To be updated by County TOT report ending June 30